

DAFTAR PUSTAKA

- Agoes, A. (2015). Restaurant Atmosphere. *Binus Business Review*. 6(1): 110-116
- Anderson, J. C., and David W. G. (1991). Predicting the performance of measures in a confirmatory factor analysis with a pretest assessment of their substantive validity. *Journal of Applied Psychology*, 76(5), 732–740.
- Andreani, F. (2007). Experiential marketing (sebuah Pendekatan pemasaran). *Jurnal Manajemen Pemasaran*, 2 (1): 1-8
- Azwar, S. (2012). *Reliabilitas dan Validitas*. Yogyakarta: Pustaka Pelajar.
- Azwar, S. (2015). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.
- Azwar, S. (2017). *Metode Penelitian Psikologi*, Edisi 2. Yogyakarta: Pustaka Pelajar.
- Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The service encounter: Diagnosing favorable and unfavorable incidents. *Journal of Marketing*, 54(1), 71-84.
- Creswell, J. W. (2008). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. India: Sage Publications.
- Creswell, J. W. (2016). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran*. Yogyakarta: Pustaka Pelajar.

- Datta, V. (2013). Experiential value, customer satisfaction and customer loyalty: an empirical study of KFC in Chennai. *Indian Journal of Applied Research*, 3(9): 334-337
- Firdiyansyah, Indra. 2017. “Pengaruh Kualitas Pelayanan, Harga, dan Lokasi Terhadap Kepuasan Pelanggan pada Warung Gubrak Kepri Mall Kota Batam”, *Jurnal Elektronik REKAMAN*, ISSN : 2598-8107, Volume 1 (1).
- Gallarza, M., Gil-Saura, I., & Arteaga-Moreno, F. (2023). Bridging service dominant logic and the concept of customer value through higher order indexes: Insights from hospitality experiences. *European Journal of Tourism Research*, 35, 3510. <https://doi.org/10.54055/ejtr.v35i.3104>
- Gowinda, H., dan Suprpti S. (2014). Pengaruh Experiential marketing terhadap experiential Value pada pengguna smartphone di Kota Denpasar. *Jurnal Manajemen Pemasaran Universitas Udayana*
- Hendarsono, G., dan Sugiharto S. (2013). Analisa Pengaruh experiential marketing terhadap minat Beli ulang konsumen cafe Buntos 99 Sidoarjo. *Jurnal Manajemen Pemasaran*, (2):1-8.
- Herdiansyah, H. (2010). *Metodologi Kualitatif untuk Ilmu-Ilmu Sosial*. Jakarta: Salemba Empat.
- Hume, M. (2008) Understanding Core and Peripheral Service Quality in Customer Repurchase of the Performing Arts. *Managing Service Quality*, 18, 349-369. <https://doi.org/10.1108/09604520810885608>

- Irawan, H. (2004). Indonesia Customer Satisfaction Index. Jakarta: Frontier.
- Irawan, H. (2004). 10 Prinsip Kepuasan Pelanggan. Cetakan Kelima. Jakarta: Elex Media Komputindo.
- Jaspar, Farida. (2009). Manajemen Jasa. Bogor: Ghalia Indonesia
- Kotler, Philip (2000). Prinsip – Prinsip Pemasaran Manajemen, Jakarta : Prenhalindo.
- Kotler, Philip (2005). Manajemen Pemasaran, edisi 11, Jilid 2, Jakarta : Prenhalindo
- Kotler dan Keller. (2007). Manajemen Pemasaran, Edisi Sebelas. Cetakan Ketiga. Jakarta: PT. Indeks.
- Kotler, Philip., dan G. A. (2008). Prinsip – Prinsip Pemasaran (12th, Jilid ed.). Erlangga.
- Kotler, dan Keller. (2009). Manajemen Pemasaran Edisi 13 Jilid 1. Jakarta: Erlangga
- Kotler, dan Keller. (2009). Manajemen Pemasaran Edisi 13 Jilid 2. Jakarta: Erlangga
- Kotler, P., Kartajaya, H., dan Setiawan, I. (2010). Marketing 3.0: dari produk ke pelanggan Ke human spirit, Jakarta: Erlangga.
- Kusuma, A.A. (2013). Pengaruh experiential Marketing terhadap repurchase intention melalui Experiential value pada maskapai penerbangan Garuda di Indonesia. Jurnal Manajemen Pemasaran, 1(1):1-6.

- Larasati, P.A., dan Suprpto, B. (2013). Pengaruh Experiential marketing terhadap experiential Value pada produk Blackberry. E-jurnal Universitas Atma Jaya Yogyakarta, 1(1): 1-9
- Lemeshow. (1997). Besar Sampel dalam Penelitian Kesehatan. Yogyakarta: UGM.
- Lupiyoadi, R. (2011). Manajemen Pemasaran Jasa Edisi Ketiga. Jakarta: Salemba Empat
- Maghnati, F., Kwek, C.L., and Nasermodeli, A. (2012). Exploring the relationship between Experiential marketing and experiential value in The Smartphone Industry. International Business Research, 11 (5): 169-177.
- Malhotra, Naresh K. 2006. Riset Pemasaran : Pendekatan Terapan Jilid 2. Jakarta : PT. Indeks.
- Mathwick, C., Malhotra, N., and Rigdon, E. (2001). Experiential value: conceptualization, measurement And application in the catalog and internet Shopping environment. Journal of Retailing, 1 (77): 39-56.
- Mohsan, F., Nawaz, M.M., Khan, M.S., et al. (2011). Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence from Banking Sector of Pakistan. International Journal of Business and Social Science. 2: 16
- Nasution. W., & Aslami. (2022). Pengaruh Harga dan Promosi terhadap Meningkatnya Kepuasan Pelanggan. Transformasi Manageria: Journal of

Islamic Education Management, 2(1), 111-118.
<https://doi.org/10.47467/manageria.v2i2.896>

Nigam, A. (2012). Modeling relationship between Experiential marketing, experiential value and Purchase intension in organized quick service Chain restaurants using structural equation Modeling approach. *International Journal of Computer Science and Management Studies*, 6 (12): 114-123.

Octaviani, R. (2016). Pengaruh Experiential Value Terhadap Customer Satisfaction serta Dampaknya pada Customer Loyalty. Repository UPI.

Park, H. (2011). Identifying perceived attributes of Japanese restaurant, *Hospitality Administration and Management*

Rosadi, M. (2016). The Effect Of Consumer Confusion Proneness On Word Of Mouth, Trust, and Customer Satisfaction. *KINERJA*, 17(1), 81-93

Rosanti, N., Kumadji, S., dan Yulianto, E. (2014). Pengaruh experiential marketing dan Experiential value terhadap customer satisfaction (Survei pada Mahasiswa FIA Bisnis 2013/2014 Pengguna Android Samsung). *Jurnal Administrasi Bisnis*, 1 (16): 1-7.

Sheth, Jagdish N., Bruce I. Newman and Barbara L. Gross. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*, (22): 159–170.

- Soleh, A. (2018). Pengaruh Experiential Value Terhadap Customer Satisfaction (Survei Konsumen Pada Chagiya Korean Suki and BBQ Cafe di Kota Bandung). *Prosiding Manajemen*, 4(1): 53-59
- Sugiyono. (2014). *Metode penelitian bisnis*. Bandung: Alfabeta.
- Sugiyono, & Susanto, A. (2015). *Cara Mudah Belajar SPSS & Lisrel*. Bandung: Alfabeta.
- Susanti, N. (2020). The Influence of Product Quality and Service Quality on Customer Satisfaction at Mitra 10 in Depok. *Jurnal Office* 5(2): 75
- Sweeney, Jillian C., Geoffrey N. Soutar and Lester W. Johnson (1999). "The Role of Perceived Risk in the Quality-Value Relationship: A Study in a Retail Environment," *Journal of Retailing*, 75(1), 77–105.
- Tilottama, dkk. (2014). The role of exploratory buying behavior tendencies in choices made for others. *Journal of Consumer Psychology*. 19(3): 517-525
- Tjiptono, F. (2012). *Strategi Pemasaran*, Edisi III, Yogyakarta : CV. Andi Offset
- Turner, Jonathan H. 1998. *The Structure of Sociological Theory*. Belmont, CA.: Wadsworth Publishing Company
- Utari, N., dan Prabowo, H. (2013). Pengaruh Experiential marketing dan relationship Marketing terhadap experiential value dan Dampaknya terhadap customer behavioral Intention (Studi Kasus: Nanny's Pavillon Terrace Central Park Mall). *Jurnal Manajemen Pemasaran*, 1(1): 1-10.

- Veryzer, Robert W. Jr. (1993). Aesthetic Response and the Influence of Design Principles on Product Preferences, in *Advances in Consumer Research*. Association for Consumer Research, 20 (2): 224-228
- Wang, C. (2004). A study of the effect of TV Drama on Relationship among Tourist ‘Experiential Marketing, Experiential Value, and Satisfaction. *International Journal of Organizational Innovation*, 2(3): 107-123.
- Wansink, B. (2009). Mindless Eating and Healthy Heuristics for the Irrational. *American Economic Review*. 99(2): 165–169
- William. J. (2000). *Prinsip Pemasaran Edisi Revisi*. Jakarta: Erlangga.
- Wong, H.L., and Mei, C.T. (2010). The effects of Service encounter and experiential value on Consumer purchasing behavior. *Journal of WSEAS Transactions on Business and Economics*, 2 (7): 59-68.
- Wu, H. (2009). Effect of Experiential Value of customer satisfaction with service encounters in luxury hotel restaurant. *International Journal of Hospitality Management*, 28(4), 586-593.
- Yunus, U. (2021). The Meaning of Coffee for Barista in Speciality Coffee shop Indonesia. *Journal of Creative Communications*, 17(1): 2-11.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *What Are Services?* (7th Ed.). Mc Graw Hi Education